



Meeting: Downtown Citizen Steering Committee Meeting #11

Date: Thursday, January 23, 2014

Time: 6:00 – 8:00 p.m.

Location: Associated Bank, 6th floor Conference Room
433 Main Street

Last Updated On: January 24, 2014

MEETING SUMMARY

1) Call to Order

C. Niles called the meeting to order at 6:00 p.m.

2) Approval of December 19, 2013 Meeting Summary

There was discussion on the consistency of revised language relative to historic preservation goals, and it was concluded that the draft meeting summary is an accurate reflection of the December meeting. A motion was made by G. Spevacek and seconded by D. Moore to approve the summary of the December 19, 2013 meeting. Motion carried.

3) Discuss Draft Plan Recommendations Report

The Steering Committee discussed the draft *Plan Recommendations Report* in detail and identified several revisions that will be made in the document. Primary areas of discussion included the following.

- The layout and appearance of the report will be made consistent with the final version of the *State of the Downtown Report*.
- The intent of the plan is to be a living document – it should be regularly updated and should be responsive to major changes in the downtown.
- Citizen Steering Committee will be added to the description of public participation process.
- There was a desire for additional retail businesses that fit in with the downtown fabric and character (scale, architecture, etc.) expressed during the public participation process. This may be different from the market demand conditions, but this will be clarified.
- The clarification that there is a desire to reasonably preserve historically and architecturally significant buildings (rather than all old buildings) should be consistent throughout.
- The idea of having a cultural plan should be expanded beyond the vision statement. It should be included in the goals, objectives, and/or recommendations of the plan.
- There are questions around how to make the plan most clearly communicate what is truly “authentic” about Green Bay’s downtown. This is difficult to capture in words.
- The order of the catalytic projects should be adjusted to show more of a chronological approach. The grouping of related sites should also be used if practical. In particular, the relationship between the Broadway Parking, Hubbard Street Promenade, and Shoreline Enhancements concepts is getting lost.
- The Larsen Green scenario has the appearance of a heavily residential approach. The commercial and mixed-use aspect is not coming through strongly enough.
- The flexibility of a form-based approach to the Monroe corridor was discussed. The plan is intended to communicate the general principles, but more details must be resolved and formalized through a zoning code.
- Additional considerations for the Broadway parking area include trash collection, loading, and service areas, as well as truck turning movements.

4) Discuss Historic Preservation Approaches and Concepts

N. Sparacio provided two alternative definitions of historic buildings based on the city's Zoning Code (and state statutes) and the state's Historic Preservation Tax Credit program. There are several characteristics that can be used to determine whether a building has potential historic value based on the state statutory definition. Under the Tax Credits program, an eligible building must be an income producing (commercial) property and have been constructed before 1936. A map and list of commercial buildings in the study area estimated to be older than 1936 was discussed.

5) Next Steps in the Planning Process

It is anticipated that the downtown master plan will be presented to the Plan Commission, Redevelopment Authority, and City Council for review and approval in March. This means that the Steering Committee has one more opportunity to meet, finish its review of the draft, and recommend a plan to the city.

6) Set Next Meeting

The final meeting of the Citizen Steering Committee will be held on Thursday, February 20, at 6:00 p.m. at Associated Bank.

7) Public Comment

There were no public comments in addition to the discussion of the Citizen Steering Committee on the agenda items.

8) Adjourn

C. Niles adjourned the meeting at 8:25 p.m.

Meeting Attendees Present, Excused, Absent

<u>P</u> Alex Galt	<u>P</u> Ian Griffiths
<u>A</u> Brent Weycker	<u>E</u> Jamie Blom
<u>P</u> Carol Karls	<u>P</u> Jeff Mirkes
<u>E</u> Chris Naumann	<u>P</u> Lawrence Ferry
<u>P</u> Chris Niles	<u>E</u> Mayor Jim Schmitt
<u>E</u> Chuck Lamine	<u>P</u> Miriah Kelley
<u>P</u> Cindy Mills	<u>P</u> Nicole Zich
<u>P</u> Dan Moore	<u>P</u> Rob Byrne
<u>P</u> Ald. Dave Boyce	<u>E</u> Scott Dettman
<u>P</u> Glenn Spevacek	<u>P</u> Tim Duckett
<u>P</u> Heather Mueller	<u>P</u> Tina Quigley

Support Team

Nic Sparacio, Planning Department
 Neil White, Economic Development Department
 Daniel Grove, Lakota

Others Present

Bill Meindl